

Regional Profile For Industry Targeting

Northwest Lower Michigan & Mason County Region

(Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee,
Missaukee, Wexford, and Mason Counties)

Current Labor Market Indicators

Area	Jobless Rate	Avg. Weekly Wage	Change 2001-2003			Forecast Job Growth Rate 2000- 2010
			Jobless Rate	Jobs	Weekly Wage	
Region	+8.3%	\$525	+1.3	-1.2%	+5.3%	+15.0%
Michigan	+7.3%	\$727	+2.0	-4.2%	+4.4%	+9.3%
U.S.	+6.0%	\$691	+1.3	-2.6%	+3.4%	+15.2%

Industry Job Trends

Industry	Percent Change 2001-2003			Share of Total		
	Region	MI	U.S.	Region	MI	U.S.
All Industries	-1.2	-4.2	-2.6	100.0	100.0	100.0
Construction	-5.2	-8.0	-2.5	8.1	5.2	6.2
Manufacturing	-8.2	-12.7	-12.5	18.0	19.7	13.5
Trade	-2.7	-6.0	-2.3	19.8	18.5	19.0
Transportation	-8.1	-5.2	-5.6	1.7	2.7	3.7
Utilities	+0.5	-2.1	-4.0	0.7	0.6	0.5
Information	+5.9	-7.2	-12.5	2.1	1.8	3.0
Financial Activities	+15.5	+3.8	+1.9	6.3	4.7	7.3
Professional & Business Services	+1.2	-3.4	-3.8	7.9	16.0	14.8
Educational Services	+2.2	+14.8	+7.4	1.5	1.4	1.9
Health Services	+7.9	+5.0	+6.0	13.8	12.7	12.8
Leisure & Hospitality	0.0	+1.5	+1.6	16.8	11.0	11.5
Other Services	-4.5	-4.5	+1.3	3.4	3.6	4.0

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Potential Target Industries

Core Export Industries (Region has a higher share of jobs in this industry than nationally)

Industry	Jobs	Average Weekly Wage	Percent Change 2001-2003	
			Jobs	Weekly Wage
Accommodation	5,422	\$288	-0.9	+7.3
Plastics & Rubber Products Manufacturing	2,285	\$677	-10.3	+8.5
Transportation Equipment Manufacturing	3,683	\$646	-5.9	+11.7
Machinery Manufacturing	2,179	\$743	-8.7	-0.7
Construction of Buildings	2,931	\$563	-6.1	+4.1
General Merchandise Stores	4,653	\$326	+6.5	+10.5
Hospitals	5,885	\$606	+7.0	+6.8
Food Services & Drinking Places	10,883	\$201	+0.8	+4.9
Specialty Trade Contractors	5,124	\$576	-4.2	+0.4
Ambulatory Health Care Services	5,474	\$847	+19.9	-2.3

Developing Industries (Region's share of jobs advancing faster than national average)

Industry	Jobs	Average Weekly Wage	Percent Change 2001-2003	
			Jobs	Weekly Wage
Ambulatory Health Care Services	5,474	\$847	+19.9	-2.3
Primary Metal Manufacturing	1,312	\$778	-12.1	-3.0
Transportation Equipment Manufacturing	3,683	\$646	-5.9	+11.7
Machinery Manufacturing	2,179	\$743	-8.7	-0.7
Hospitals	5,885	\$606	+7.0	+6.8
Furniture Manufacturing	743	\$546	+5.7	+1.0
Fabricated Metal Products Manufacturing	1,863	\$723	-5.7	+4.5
Utilities	816	\$1,215	+0.5	+6.2
Professional/Scientific/Technical Services	4,359	\$685	+7.1	+4.5
Telecommunications	507	\$926	+21.9	-8.3

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Under-Represented Industries (Regional industries with below average share in jobs, but with positive employment outlook nationally)

Industry	Jobs	Average Weekly Wage	Percent Change 2001-2003	
			Jobs	Weekly Wage
Merchant Wholesalers, Durable Goods	1,202	\$655	-5.4	+2.6
Merchant Wholesalers, Nondurable Goods	821	\$713	-1.0	+11.5
Computer & Electronic Product Mfg.	453	\$1,286	-8.3	+14.9

Competitive-Advantage Industries (Regional industries with a favorable combination of wage, employment change, and competitive employment performance vs. national trends)

Industry	Jobs	Average Weekly Wage	Percent Change 2001-2003	
			Jobs	Weekly Wage
Utilities	816	\$1,215	+0.5	+6.2
Plastics & Rubber Products Manufacturing	2,285	\$677	-10.3	+8.5
Transportation Equipment Manufacturing	3,683	\$646	-5.9	+11.7
Financial Institutions & Related Activities	2,231	\$693	+19.4	+17.0
Insurance Carriers & Related Activities	1,292	\$705	+22.9	+4.0
Professional/Scientific/Technical Services	4,359	\$685	+7.1	+4.5
Waste Mgt. & Remediation Services	895	\$759	+0.6	+0.5
Ambulatory Health Care Services	5,474	\$847	+19.9	-2.3
Heavy & Civil Engineering Construction	877	\$784	-7.6	+11.7
Food Manufacturing	1,842	\$616	-11.5	+11.4

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Financial Institutions & Related Activities

Current Labor Market Indicators

Area	Percent Change 2001-2003		Average Weekly Wage	Forecast Job Growth Rate 2002- 2012
	Jobs	Weekly Wage		
Region	+19.4	+17.0	\$693	N/A
Michigan	+7.0	+12.7	\$896	N/A
U.S.	+7.5	+12.4	\$944	11.0%

Primary Occupations

	Loan Officers	Securities, Commodities, and Financial Services Sales Agents	Customer Service Representatives
O*Net SOC Code	13-2072.00	41-3031.00	43-4051.01
Average Wage	\$17.19/hr.	\$21.83/hr.	\$12.63/hr.
Tasks	Analyze finan. status Analyze loan markets Compute pmt. sched. Prepare reports Review/update credit	Develop finan. plans Analyze market Review finan. reports Interview clients Complete sales ticket	Review claims adj. Write work orders Prepare reports Conduct training Review meter accts.
Knowledge*	Economics Accounting Law & government	Economics Accounting Sales & marketing	English language Customer/persl. svc. Mathematics
Skills*	Mathematics Active listening Critical thinking Decision making	Systems analysis Decision making Critical thinking Negotiation	Writing Reading comprehens. Instructing Mathematics
Abilities*	Written comp. Number facility Information ordering Math. reasoning Oral comprehension	Deductive reasoning Problem sensitivity Oral presentation Number facility Math. reasoning	Inductive reasoning Oral expression Deductive reasoning Information ordering Number facility

*Listed in order of importance

For detailed information see O*Net OnLine: http://online.onetcenter.org/gen_search_page

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Transportation Equipment Manufacturing

Current Labor Market Indicators

Area	Percent Change 2001-2003		Average Weekly Wage	Forecast Job Growth Rate 2002- 2012
	Jobs	Weekly Wage		
Region	-5.9	+11.7	\$646	N/A
Michigan	-13.0	+11.4	\$1,229	N/A
U.S.	-9.5	+7.9	\$1,030	-2.3%

Primary Occupations

	Machinists	Truck Drivers, Light Or Delivery Services	Industrial Machinery Mechanics
O*Net SOC Code	51-4041.00	53-3033.00	49-9041
Average Wage	\$13.82/hr.	\$13.18/hr.	\$20.52/hr.
Tasks	Align/secure tools Calculate dimensions Fit/assemble parts Maintain machines	Drive vehicles Inspect/mtn. supplies Maintain records Verify contents of inv	Disassemble equip. Examine parts Welds/repair parts Test run equipment
Knowledge*	Mechanical Design Engineering Technology Mathematics	Transportation Mechanical Geography Clerical Public Safety	Mechanical Engineering Technology Computers/electronic Physics
Skills*	Quality control Operation & control Mathematics Operations analysis Equipment selection	Operation & control	Equip. maintenance Repairing Operation monitoring Quality control Installation
Abilities*	Visualization Control precision Near vision Manual dexterity Number facility	Spatial orientation Reaction time Far vision Response orientation Information ordering	Visualization Finger dexterity Hearing sensitivity Arm-hand steadiness Problem sensitivity

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Ambulatory Health Services

Current Labor Market Indicators

Area	Percent Change 2001-2003		Average Weekly Wage	Forecast Job Growth Rate 2002- 2012
	Jobs	Weekly Wage		
Region	+19.9	-2.3	\$847	N/A
Michigan	+6.6	+5.5	\$839	N/A
U.S.	+7.5	+4.1	\$822	41.0%

Primary Occupations

	Medical Secretary	Dental Assistant	Radiologic Tech.
O*Net SOC Code	43-6013	31-9091	29-2034
Average Wage	\$17.61/hr.	\$15.22/hr.	\$17.53/hr.
Tasks	Scheduling Maintain records Answer telephone Route documents Interview patients	Clean teeth Examine gums Chart conditions Provide education Expose/develop x-ray	Determine pt. needs Explain procedures Evaluate x-rays Operate equipment Perform procedures
Knowledge*	Customer service Clerical English language Computers/electronics Telecommunications	Medicine/Dentistry Customer service Biology Education/training English language	Medicine & Dentistry Physics & Biology Customer service English language Psychology
Skills*	Active listening Reading comprehens. Speaking Coordination Active learning	Active listening Speaking Reading comprehens. Active learning Time management	Operation & control Speaking Operation monitoring Reading comprehens. Active listening
Abilities*	Oral comprehension Oral expression Speech clarity Information ordering Near vision	Finger dexterity Near vision Manual dexterity. Problem sensitivity Arm-hand steadiness	Oral expression Written comprehens. Oral comprehension Information ordering Speech clarity

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